

## Message Text

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PAGE 01 STATE 203535  
ORIGIN COME-00

INFO OCT-01 ARA-14 ISO-00 EB-08 SS-15 /038 R

DRAFTED BY COM/OIM/SAD/CSATKINS/DCG  
APPROVED BY EB/OCA/CM/JJREILLY  
COM/OIM/SAD/WALE  
COM/OIM/AR-C/TBREWER  
COM/OIM/EM/EOOLSEN  
COM/OIM/RGARNITZ  
STATE/ARA/ECP/DTAHER

-----065612 260731Z /17

P 252141Z AUG 77  
FM SECSTATE WASHDC  
TO AMEMBASSY CARACAS PRIORITY

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E.O. 11652: NA

TAGS: BEXP, VE

SUBJECT: PROPOSED NATIONAL CONSTRUCTORS' ASSOCIATION IOGA  
TRADE MISSION TO VENEZUELA

REF: (A) CARACAS A-099 (B) CARACAS 6890 (C) BREWER/PERKINS  
TELCON 8/8/77

1. CONFIRMING BREWER/PERKINS TELCON AND APROPOS TO REFS  
(A) AND (B), THE NATIONAL CONSTRUCTORS' ASSOCIATION (NCA)  
IS PROPOSING TO MOUNT AN INDUSTRY-ORGANIZED GOVERNMENT-  
APPROVED MISSION TO VENEZUELA. N.C.A. IS THE TRADE  
ASSOCIATION FOR THE 50 LEADING U.S. ENGINEERING AND  
CONSTRUCTION FIRMS. THESE FIRMS SPECIALIZE NOT ONLY IN  
TURNKEY SYSTEMS, BUT IN SUPPLYING ENGINEERED EQUIPMENT  
PACKAGES. AS SUCH, THEY ARE AN APPROPRIATE GROUP TO  
REPRESENT U.S. TECHNOLOGY FOR BASIC INDUSTRIAL AND INFRA-  
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STRUCTURAL DEVELOPMENT PROGRAMS. THE ASSOCIATION ITSELF  
COULD ACT EFFECTIVELY AS A CONDUIT FOR A HIGH-LEVEL  
GOVERNMENT/COMMERCIAL DIALOGUE AND AT THE SAME TIME WOULD  
NOT CONFLICT WITH ON-GOING MAJOR PROJECTS OR OTHER ACTIVI-  
TIES OF THE DEPARTMENT OF COMMERCE.

2. COMMERCE PLEASED THAT EMBASSY EXPRESSED PRELIMINARY

INTEREST IN THE PROPOSED MISSION. ASSOCIATION AGREES THAT WEEK OF OCTOBER 24 WOULD BE ACCEPTABLE FOR CONDUCTING THIS EVENT.

3. N.C.A. ADVISES THE FOLLOWING CANDIDATES INDICATED PROBABLE INTEREST IN PARTICIPATING:

- A. FRED C. CULPEPPER, CHAIRMAN OF N.C.A. AND PRESIDENT OF FORD, BACON AND DAVIS.
  - B. V.J. WRIGHT, VICE CHAIRMAN OF N.C.A. AND VICE PRESIDENT OF CATALYTIC INC.
  - C. M.L. MOSIER, PRESIDENT OF N.C.A.
  - D. ED MEYER, VICE PRESIDENT, BADGER CO.
  - E. A SENIOR V.P. OF C.F. BRAUN.
  - F. MARVIN RAMER, PRESIDENT, CUMBUSTION ENGINEERING RESOURCE DEVELOPMENT SERVICES.
  - G. JAMES SHARP, VICE PRESIDENT, DRAVO.
  - H. O.W. STANLEY, VICE PRESIDENT, FLUOR CORPORATION.
  - I. HENRY FIELDING, VICE PRESIDENT INTERNATIONAL, FOSTER WHEELER CORP.
  - J. J. BUEHLER, VICE PRESIDENT, JACOBS ENGINEERING.
  - K. JESSE TAYLOR, VICE PRESIDENT, KAISER ENGINEERS (RAYMOND INTERNATIONAL).
  - L. A SENIOR VICE PRESIDENT OF KOPPERS ENGINEERING.
  - M. RALPH YOUNG, SENIOR V.P., ARTHUR G. MC KEE CO.
  - N. WILLIAM JACK, SENIOR V.P., RALPH M. PARSONS CO.
  - O. SAM CURRY, VICE PRESIDENT, PROCON, INC. (UOP).
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P. ED HALLINAN, VICE PRESIDENT, PULLMAN INC. AND V.P. INTERNATIONAL OF N.C.A.

4. ASSOCIATION WOULD BE WILLING TO INVITE OTHER NON-MEMBER FIRMS IF THEIR INCLUSION WERE CONSIDERED IMPORTANT BY POST.

5. AFTER CAREFUL CONSIDERATION, N.C.A. SUGGESTS A BROAD THEME ENCOMPASSING U.S. TECHNOLOGY FOR ALL PROCESS AND INDUSTRIAL ENGINEERING. THIS WOULD MORE EFFECTIVELY REINFORCE THE OBJECTIVE OF SECURING THE ATTENTION OF GOV DECISION MAKERS AT THE HIGHEST LEVELS. N.C.A. AND ITS INDUSTRY ORGANIZED COMMITTEES ARE EXCEPTIONALLY WELL QUALIFIED TO SERVE AS INTERMEDIARY FOR INFORMATION AND TECHNOLOGY EXCHANGE. THE DELEGATION AS A WHOLE WOULD BE PREPARED TO APPROACH PROBLEMS AND OPPORTUNITIES PRESENTED BY PROJECTS RELATED TO NATIONAL BASIC INDUSTRIAL AND INFRASTRUCTURAL DEVELOPMENT PROGRAM, WHILE PROVIDING AN INDEPTH FORUM TO DEMONSTRATE U.S. CAPABILITY AND INTEREST IN SUCH OTHER AREAS THAT THE EMBASSY MAY WISH OR DEEM APPROPRIATE FOR A MISSION OF THIS NATURE TO PURSUE.

OBJECTIVES OF INDIVIDUAL COMPANY PARTICIPANTS WOULD ALSO INCLUDE EXPLORING PARAMETERS OF SALES LEADS AND/OR AGENCY REPRESENTATION FOR THE PURPOSE OF MARKETING ENGINEERING SERVICES AND/OR EQUIPMENT.

6. WHILE THERE IS CONSIDERABLE CROSS-OVER CAPABILITY, THE PRINCIPLE ENGINEERING SPECIALTIES OF THE N.C.A. COMPANIES ARE SUMMARIZED GENERALLY AS FOLLOWS:

A. PETROLEUM REFINERIES AND SPECIALIZED PETROLEUM PROCESS UNITS: CATALYTIC; PULLMAN; MC KEE; PARSONS; FLUOR; COMBUSTION ENGINEERING; PROCON; FOSTER WHEELER; C.F. BRAUN; BADGER.

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B. PETROCHEMICALS: PULLMAN (AMMONIA-BASED FERTILIZERS AND UREA); MC KEE (DOWN-STREAM PETROCHEMICAL PLANTS); COMBUSTION ENGINEERING (ETHYLENE); PROCON (AROMATICS); BADGER (ACRILONITRILE); FLUOR (FERTILIZERS).

C. IRON ORE AND COAL HANDLING AND PROCESSING: MC KEE; DRAVO; PULLMAN.

D. STEEL MILLS AND OTHER METALS PROCESSING: KAISER ENGINEERS; KOPPERS; MC KEE.

E. PORT PROJECTS: KAISER; PARSONS.

F. TRANSPORTATION PROJECTS: FORD, BACON AND DAVIS; PULLMAN; KAISER; PARSONS.

G. WATER AND SEWAGE PROJECTS: FORD, BACON AND DAVIS; KAISER; PARSONS; JACOBS.

H. EQUIPMENT SUPPLIERS/MANUFACTURERS: DRAVO; PULLMAN; COMBUSTION ENGINEERING; KOPPERS AND KAISER.

7. AS A GUIDE FOR PLANNING AND TO ILLUSTRATE N.C.A.'S CONCEPT OF STRUCTURING THE EVENT TO PROVIDE MAXIMUM IMPACT ALONG THE LINES INDICATED AS DESIRABLE BY THE EMBASSY, THE FOLLOWING OUTLINE AGENDA IS SUBMITTED:

SUNDAY - ARRIVAL; BRIEFING BY EMBASSY, POSSIBLY INFORMALLY AT RESIDENCE OR HOME OF DCM OR COMMERCIAL COUNSELOR.

MONDAY - A. CALL ON MINISTER OF HEAVY INDUSTRY LAURIA FOLLOWED BY BRIEFING BY HIS STAFF ON DEVELOPMENT PROGRAMS.

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B. LUNCHEON, PERHAPS HOSTED BY GOV ENTITY SUCH AS MINISTRY OF MINES AND HYDROCARBONS. C. MEET WITH MINISTER OF MINES AND HYDROCARBONS HERNANDEZ. D. BRIEFING ON STATUS OF VENEZUELAN REFINING AND GAS INDUSTRIES BY AREVALO REYES. E. EVENING - RECEPTION BY AMBASSADOR.

TUESDAY - A. MEETING WITH MINISTER OF TRANSPORT AND COMMUNICATIONS, VIVAS; BRIEFING BY STAFF. B. COURTESY CALL ON MINISTER OF FINANCE, HURTADO. C. BUSINESS LUNCHEON HOSTED BY N.C.A. MISSION. D. BRIEFING ON STATUS OF PETROCHEMICAL INDUSTRY OF PETROLEOS DE VENEZUELA OR OTHER PERTINENT ENTITY. E. CALL ON MINISTER OF DEVELOPMENT LUIS ALVAREZ DOMINQUEZ. F. EVENING - COCKTAIL BUFFET HOSTED BY N.C.A.

WEDNESDAY - A. BREAKFAST MEETING WITH VENEZUELAN-AMERICAN CHAMBER OF COMMERCE. B. BRIEFING ON STATUS OF VENEZUELAN MINING AND METALWORKING PROJECTS - MINISTRY OF MINES OR HEAVY INDUSTRIES. C. AFTERNOON FOR SIMULTANEOUS GROUP DISCUSSIONS ON SELECTED PROJECT SECTORS WITH PERTINENT ENTITIES AS JOINTLY ARRANGED BY EMBASSY AND MINISTRY OF HEAVY INDUSTRIES, AND INDIVIDUAL SCHEDULE OF BUSINESS APPOINTMENTS WITH END USERS, POTENTIAL AGENTS OR DISTRIBUTORS.

THURSDAY - VISIT TO CORPOZULIA; MARACAIBO.

FRIDAY - VISIT TO CORPORACION GUYANA; PTO ORDAZ.

8. TO FACILITATE ADVANCE PREPARATIONS AND GOV RECEPTION TO THIS EVENT, THE PRESIDENT OF THE N.C.A. IS WILLING AND INDEED RECOMMENDS THAT HE ACCOMPANY THE COMMERCE ADVANCE OFFICER. COMMERCE PREPARED TO SEND EXPERIENCED SENIOR MARKET DEVELOPMENT OFFICER CONVERSANT IN SPANISH AND CAPABLE OF MAKING ALL LOGISTICAL ARRANGEMENTS WITH EMBASSY GUIDANCE AND SUPPORT. SUGGEST THE WEEK OF SEPT.  
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26 FOR THIS ACTIVITY.

9. N.C.A. REITERATES ITS FLEXIBILITY AND WILLINGNESS TO MOLD THE DELEGATION SO AS TO MEET THE EMBASSY'S OBJECTIVES. IT IS PARTICULARLY SENSITIVE TO DESIRABILITY OF GENERATING SENIOR LEVEL EXECUTIVE MISSION PARTICIPATION BECAUSE OF THE NEED TO REACH DECISION-MAKER LEVEL AND

PRESENT A POSITIVE RESPONSE TO PARTICULAR UPCOMING  
PROJECTS. THE ASSOCIATION CAN ACT AS SPOKESMAN FOR THE  
INDUSTRY AND ESPECIALLY DESIRES TO COOPERATE WITH A  
POLITICAL/COMMERCIAL ACTION PROGRAM AS THE POST MAY DIRECT.

10. ACTION REQUESTED: REQUEST COMMENT SOONEST RE  
INTEREST IN MISSION TO VENEZUELA DURING WEEK OF OCTOBER  
24. EMBASSY EVALUATION OF MISSION CONCEPT, RECEPTIVITY  
OF VENEZUELAN GOVERNMENT OFFICIALS AND PROPOSED SCHEDULE  
WOULD BE APPRECIATED. DEPUTY ASSISTANT SECRETARY MORAN  
WILL BE BRIEFED ON THIS SUBJECT AND WOULD BE PREPARED IF  
EMBASSY CONCURS TO RAISE SUBJECT WITH MINISTER LAURIA OR  
OTHER GOV OFFICIALS AS APPROPRIATE. CHRISTOPHER

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## Message Attributes

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